

generating the subscriber profile by applying the heuristic rules to the viewing characteristics.

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~~53.~~ The method of claim ¹~~52~~, further comprising storing the subscriber profile.

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~~54.~~ The method of claim ¹~~52~~, wherein the heuristic rules are probabilistic in nature.

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~~55.~~ The method of claim ¹~~52~~, wherein the subscriber profile is probabilistic in nature.

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~~56.~~ The method of claim ¹~~52~~, wherein the heuristic rules predict demographic traits about the subscriber.

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~~57.~~ The method of claim ¹~~52~~, wherein the subscriber profile identifies demographic traits of the subscriber.

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~~58.~~ The method of claim ¹~~52~~, wherein the heuristic rules predict product interest traits about the subscriber.

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~~59.~~ The method of claim ¹~~52~~, wherein the subscriber profile identifies product interest traits of the subscriber.

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~~60~~. The method of claim ~~52~~¹, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and associated time.

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~~61~~. The method of claim ~~52~~¹, wherein said processing includes aggregating the
5 subscriber interactions to generate the viewing characteristics.

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~~62~~. The method of claim ~~61~~¹⁰, wherein said aggregating includes aggregating the subscriber interactions for a single viewing session to generate session viewing characteristics that identify viewing traits associated with the subscriber for that viewing session.

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~~63~~. The method of claim ~~62~~¹¹, wherein

said retrieving includes retrieving heuristic rules associated with the session viewing characteristics; and

said generating includes generating a session subscriber profile by applying the heuristic
15 rules to the session viewing characteristics.

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~~64~~. The method of claim ~~61~~¹⁰, wherein said aggregating includes aggregating the subscriber interactions for multiple viewing sessions to generate average viewing characteristics that identify viewing traits associated with the subscriber for the multiple viewing sessions.

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~~65~~. The method of claim ~~64~~¹³, wherein

said retrieving includes retrieving heuristic rules associated with the average viewing characteristics; and

said generating includes generating an average subscriber profile by applying the heuristic rules to the average viewing characteristics.

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~~66.~~ The method of claim ~~52~~, wherein the viewing characteristics do not identify raw subscriber interaction data.

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~~67.~~ The method of claim ~~52~~, wherein the viewing characteristics include at least some

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viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

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~~68.~~ The method of claim ~~52~~, further comprising retrieving source related information corresponding to requested source material, wherein the source related information includes at least some subset of title, category, subcategory, description, rating, and content.

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~~69.~~ The method of claim ~~68~~, wherein said processing includes processing the subscriber interactions with respect to the source related information.

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~~70~~. A method for generating a subscriber profile for a subscriber, the method comprising:

monitoring subscriber viewing activities including requests for source material;

5 retrieving source related information corresponding to requested source material, wherein the source related information includes descriptions of at least one aspect of the requested source material;

creating a first representation of the subscriber based on the subscriber viewing activities and the source related information;

10 retrieving a set of rules associated with at least a subset of information contained in the subscriber viewing activities and the source related information, wherein the set of rules relates at least one aspect of the subscriber viewing activities or at least one aspect of the source related information to at least one non-viewing parameter; and

processing the subscriber viewing activities with respect to the source related information

15 and the set of rules to generate the subscriber profile, wherein the subscriber profile defines at least a second representation of the subscriber.

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~~71~~. The method of claim ~~70~~, wherein the set of rules define probabilities associated with the at least one non-viewing parameter and the subscriber profile is probabilistic in nature.

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~~72~~. The method of claim ~~70~~, wherein at least one of the at least one non-viewing parameters is a demographic parameter and the subscriber profile defines at least a demographic representation of the subscriber.

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73. The method of claim 70, wherein at least one of the at least one non-viewing parameters is a product interest parameter and the subscriber profile defines at least a product interest representation of the subscriber.

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74. A method for generating a subscriber profile for a subscriber, the method comprising:

monitoring subscriber television viewing activities;

retrieving source related information corresponding to requested source material, wherein

10 the source related information includes at least one description of the requested source material;

creating viewing characteristics based on the subscriber viewing activities and the source related information, wherein the viewing characteristics define a first representation of the subscriber;

retrieving a set of rules associated with at least some subset of the viewing

15 characteristics, wherein the set of rules defines at least one aspect of the subscriber not defined in the viewing characteristics; and

generating the subscriber profile by applying the set of rules to the viewing characteristics, wherein the subscriber profile defines a second representation of the subscriber.

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20 75. A system for generating a subscriber profile, the system comprising:

means for monitoring subscriber interactions with a television;

means for processing the subscriber interactions to generate viewing characteristics that identify viewing traits associated with the subscriber;

means for retrieving heuristic rules associated with the viewing characteristics, wherein the heuristic rules predict traits about the subscriber not related to the viewing characteristics; and

means for generating the subscriber profile by applying the heuristic rules to the viewing characteristics.

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76. The system of claim 75, wherein said means for processing aggregates the subscriber interactions to generate the viewing characteristics.

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10 77. The system of claim 75, further comprising means for retrieving source related information corresponding to requested source material, wherein the source related information includes descriptions of at least one aspect of the requested source material.

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15 78. The system of claim 77, wherein said means for processing processes the subscriber interactions with respect to the source related information.

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79. A system for generating a subscriber profile for a subscriber, the method comprising:

means for monitoring subscriber viewing activities including requests for source material;

20 means for retrieving source related information corresponding to requested source material, wherein the source related information describes at least one aspect of the requested source material;

means for creating viewing characteristics based on the subscriber viewing activities and the source related information, wherein the viewing characteristics define a first representation of the subscriber;

means for retrieving a set of rules associated with at least some subset of the viewing characteristics, wherein the set of rules defines at least one aspect of the subscriber not defined in the viewing characteristics; and

means for generating the subscriber profile by applying the set of rules to the viewing characteristics, wherein the subscriber profile defines a second representation of the subscriber.

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~~80.~~ The system of claim ²⁸~~79~~, wherein

said means for retrieving a set of rules retrieves a set of rules that define probabilities associated with the at least one aspect of the subscriber; and

said means for generating the subscriber profile generates the subscriber profile as a probabilistic determination of the at least one aspect of the subscriber not defined in the viewing characteristics.

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~~81.~~ The ^{system}~~method~~ of claim ²⁸~~79~~, wherein

said means for retrieving a set of rules retrieves a set of rules that define demographic parameters of the subscriber; and

20 said means for generating the subscriber profile generates the subscriber profile as a demographic representation of the subscriber.

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~~82.~~ The ^{system}~~method~~ of claim ²⁸~~79~~, wherein